

STATE OF CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION POSITION ESSENTIAL FUNCTIONS DUTIES STATEMENT PO-199 (06/16)		Working Title of Position Graphic Designer III	
		Division and/or Subdivision Communications Bureau	
INSTRUCTIONS: The Director is required by Government Code Section 19818.12 to report (or to record) "...material changes in the duties of any position in his or her jurisdiction". The Position Essential Functions Duties Statement is used for this purpose. Enter identifying information and effective date at the right. Enter brief description of each of the important duties and responsibilities of the position below. Group related duties in numbered paragraphs and indicate the percentage of total time occupied. Indicate the "essential functions" of the position by placing an asterisk (*) in front of those individual duties you determine to be essential to the job. Discuss the duties with the employee assigned to the position. Both the employee and supervisor sign the document where indicated. The supervisor retains the original document and provides a copy to the employee.		Location of Headquarters Sacramento	
		Class Title of Position Graphic Designer III	
		Position Number 541-007-2886-001	
		Effective Date July 1, 2021	
Percentage of Time Required	Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.		
55%	<p>POSITION SUMMARY Under the direction of the Education, Outreach and Engagement Officer, the incumbent functions as a project lead creating and producing technical publications and design materials at the highest level for print, on-line publishing, interpretive displays, and other media. Serves as a high-level specialist responsible for the development and production of the most complex, comprehensive graphic design work, including visual interpretation of technical data, with an emphasis on the design, production, and coordination of technical reports and public affairs communications materials including on-line publishing and digital media.</p> <p>Formulate, write, and present formal project proposals, strategic briefs, comprehensives, and proofs. Complete the most complex design projects or media assignments using Adobe Creative Cloud software, traditional graphic production, and fine art methods for the creation of printed and digital materials to meet both program and other state agency project goals. Design and produce highly complex digital graphic files, including publication layout, data driven graphics, and maps for technical and public-information products. Design within California Department of Forestry and Fire Protection (CAL FIRE) campaign brand and accessibility guidelines for readability, color relationships, and contrast. Prepare files as necessary to ensure American with Disabilities Act (ADA) compliance is met. Oversee design project management, planning, subject research, analysis, and production of resources and elements to complete design projects or multi-project campaigns. Research imagery, obtain and coordinate the graphic resources needed for completing project assignments, including existing graphics, artwork and photography resourced from within the department and outside vendors. Generate digital images in a variety of formats for planning and presentation purposes, depicting accurate technical data. Manage highly critical and sensitive documents in support of upper management, the public, and the State Legislature.</p> <p><small>*These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.</small></p>		
Equal Employment Opportunity (EEO) Statement: All CAL FIRE employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work related activities, and anytime they represent the department. Additionally, all CAL FIRE employees are responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation.			
Job qualifications and/or conditions of employment:			
"We have discussed this document in its entirety and understand the duties of this position."			
Employee Signature _____	Date _____	Supervisor Signature _____	Date _____
Personnel use only <input type="checkbox"/> Posted to Directory _____ Initials and date			

Percentage of Time Required	Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.
15%	Manage the strategic and graphic portion of major campaigns (including complex publications, multi-media and web graphics, corporate identity systems, infographics, training materials, slide presentations, displays, event and conferences, and report layout) through meetings, schedules, and milestones to effectively coordinate with campaign lead in support of campaign messaging.
10%	Develop conceptual thumbnails, comprehensive mock-ups, and/or proofs to present concepts to clients and management. Establish and maintain effective working relationships within CAL FIRE, California Natural Resources Agency, the Governor's Office, and other agencies by communicating work progress with them both orally and in writing, by attending meetings (remote and in person) and through email. Maintain digital and hard copy backup files for all projects using established archival systems. Obtain, coordinate, and quality control a variety of external graphic resources including artwork, photography, digital imaging, and fabrication needed, within time and budget constraints.
10%	Evaluate and develop the overall communication strategies to enhance the customer's product image or services. Consult with clients and senior management to determine and advise the best communication approach that fits their needs and meets the established communication and quality standards used to educate the public and meet departmental program objectives. Evaluate, formulate, write, and propose, strategic briefs, conceptual thumbnails, comprehensive mock-ups, and/or proofs to present concepts to clients and management.
5%	Design and produce interpretive exhibits, and displays, for temporary or long-term installations in compliance with ADA requirements and safety in relation to space considerations for the venue. Review existing materials used and recommend improvements based on best practices to ensure ADA and branding standards. Design and produce technical graphics and animations in Adobe Creative Cloud applications to support the production of motion graphics for the Video Production and audio-visual Services unit.
5%	Provide technical guidance and assistance on the most complex digital graphics applications, data base administration, core graphics software/hardware to ensure accurate and effective products and efficient use of time. Research, analyze, and recommend computer graphics software/hardware and write justifications to support information technology, unit purchases and ensure equipment is up-to-date and meets the technical needs of the department. Other job-related duties as required, in accordance with the class specification. *These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.

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Personnel use only

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Initials and Date